

ORDER



Orders
Order / Rev: 723442
Alt Order #: 06384886
Product Desc: PRIORITIES USA ACT
Estimate: 1789
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/18/12 / 10/18/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Mundy Katowitz Media/ POL
Buying Contact:
Billing Contact:
 1322 G St SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Priorities USA Action
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	15	\$34,200.00	\$29,070.00
10/29/12	10/29/12	4	\$9,800.00	\$8,330.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$34,200.00	\$29,070.00	0.00
November 2012	4	\$9,800.00	\$8,330.00	0.00
Totals	19	\$44,000.00	\$37,400.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	24%	\$44,000.00
Market	100%	\$183,333.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$1,833.33
WEWS	27%	\$49,500.00
WJW	25%	\$45,833.33
WOIO	18%	\$33,000.00
WUAB	5%	\$9,166.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/26/12	10/26/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$600.00		0.00						
E 2	WKYC	10/26/12	10/26/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	1:00	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$4,000.00		0.00						
E 3	WKYC	10/26/12	10/26/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKYC	10/24/12	10/24/12	Early Today Early Today	CM	4a-430a	-- W- - - -	1:00	1	\$200.00	P-5	0.00	NM	1	\$200.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- W- - - -					1	\$200.00		0.00			
E 16	WKYC	10/24/12	10/24/12	M-F 430a-5a 430a News	CM	430a-5a	-- W- - - -	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- W- - - -					1	\$600.00		0.00			
E 17	WKYC	10/24/12	10/24/12	M-F 5-6p Dr. Phil	CM	5p-6p	-- W- - - -	1:00	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- W- - - -					1	\$4,000.00		0.00			
E 18	WKYC	10/24/12	10/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-- W- - - -	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- W- - - -					1	\$5,000.00		0.00			
E 19	WKYC	10/24/12	10/24/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-- W- - - -	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- W- - - -					1	\$2,400.00		0.00			
													Totals	19	\$44,000.00